

ABSTRACT OF THE INVENTION

A computerized method and system for routing between network servers. A central database coupled to a central server on a data communication network stores information for identifying locations of a plurality of network servers on the network.

- 5 Each network server provides at least one service via the network. The central server receives a request from the user for a selected service including a carry through keyword for controlling routing of the user to the selected service. The central server retrieves location information from the central database to identify the location of the network server providing the selected service and attaches the carry through keyword to the
- 10 retrieved location information. The central server then routes the user with the carry through keyword to the network server, which directs the user to the selected service based on the carry through keyword.